



USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 03/24 thru 03/30

(prices in dollars per carton)

Fri. Mar 24, 2006

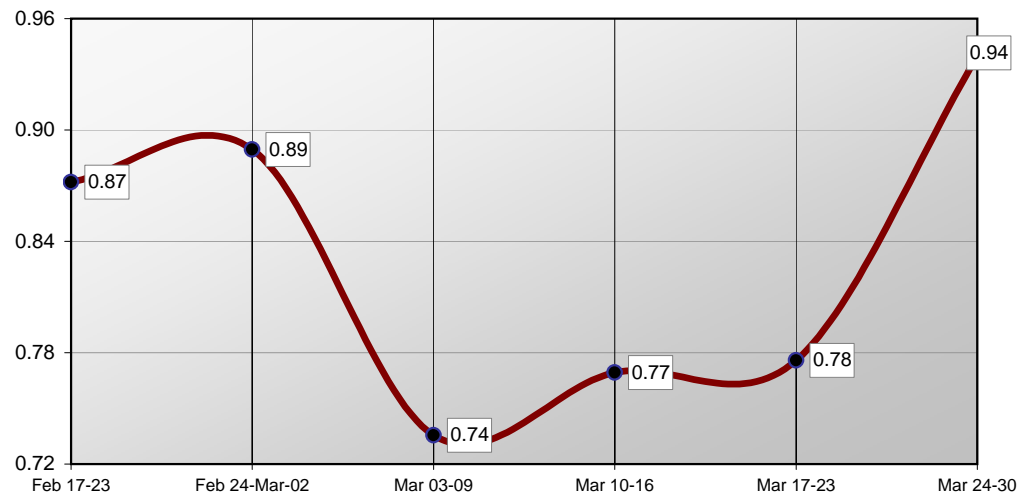
NATIONAL SUMMARY										
Feature Rate		THIS WEEK				PREVIOUS WEEK				
		36.0% of 17,000 stores				36.8% of 17,000 stores				
		X LARGE		LARGE		X LARGE		LARGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA									
	White 12 pack				1,610 1.00		50 0.99		150 1.22	
	White 18 pack				920 1.35		50 0.99		910 1.05	
	Brown 12 pack						50 0.99			
	USDA GRADE A									
SPECIALTY	White 12 pack		30	1.98	550	0.87	210	1.00	3,390	0.78
	White 18 pack				540	1.36	10	0.89	1,280	1.14
	Brown 12 pack									
	USDA ORGANIC									
	White 12 pack									
LARGE	Brown 12 pack				130 3.44				60 3.11	
	OMEGA-3									
	White 12 pack				400 2.37		200 2.50		360 2.27	
	Brown 12 pack		590	2.50	590	2.50			210	2.28
	CAGE-FREE									
T	White 12 pack									
	Brown 12 pack				1,130 2.28				620 2.62	
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/		
Regular Shell Eggs (XL/LG; AA/A; W/B)				3,650		6,100		Large Eggs on		
Specialty Shell Eggs				2,840		1,450		Mar-20-2006		
Total (including Medium)				6,660		7,590		578.2		
Special Rate 4/:				7.2%		4.8%		up 17%		

5/: Inventory in thousands of 30-dozen cases.

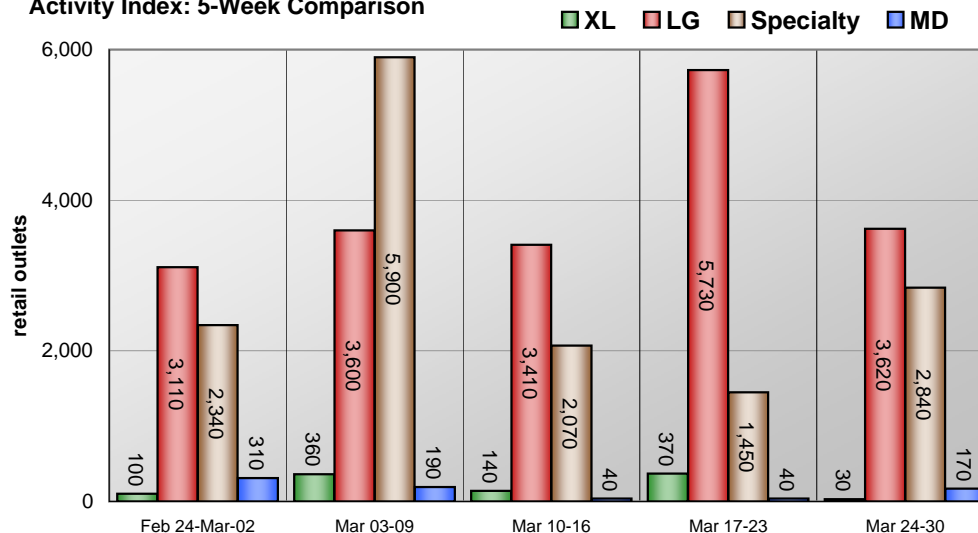
Shell Egg Featuring - 03/24 thru 03/30

Feature activity on regular shell eggs declined this week while specialty shell egg promotions increased even though the percentage of sampled stores running features was unchanged. The most active featuring this week is being done in the western U.S. Large Grade A average price is sharply higher. Cage Free brown eggs and Omega-3 are the most visible in the specialty egg sector. The average featured price of Large white shell eggs increased sharply this week.

Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



Activity Index: 5-Week Comparison



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		38.7% of 3,900 sampled outlets						10.1% of 4,700 sampled outlets						35.6% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,700 (includes Medium)						Activity Index = 390 (includes Medium)						Activity Index = 870 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.95	10	0.95										1.00	10	1.00
	White 18 pack																1.28	190	1.28
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.98	30	1.98	0.69 - 1.00	220	0.94				1.00	80	1.00				0.50 - 1.00	250	0.76
	White 18 pack				1.29 - 1.99	300	1.61				0.99 - 1.29	10	1.16				0.99 - 1.00	170	1.00
	Brown 12 pack																		
	MEDIUM	White 12 pack			0.50 - 0.66	30	0.63	White 12 pack			0.72	80	0.72	White 12 pack			0.50 - 0.72	60	0.55
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.99 - 3.99	110	3.43												
	Brown 12 pack																		
	OMEGA-3				1.50 - 2.50	300	2.47				2.49	10	2.49						
	White 12 pack	2.50	520	2.50	2.50	520	2.50	2.50	70	2.50	2.50	70	2.50						
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	660	2.50				2.50	70	2.50				1.97	190	1.97
	Brown 12 pack																		
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		44.2% of 2,700 sampled outlets						61.3% of 1,900 sampled outlets						78.2% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 680 (includes Medium)						Activity Index = 1,490 (includes Medium)						Activity Index = 530 (includes Medium)					
USDA GRADE AA	White 12 pack				0.89 - 1.00	370	1.00				1.00	880	1.00				0.90 - 1.00	340	0.99
	White 18 pack				1.00	200	1.00				1.50 - 2.00	510	1.52				1.29	20	1.29
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.28	60	1.17												
	White 18 pack																		
	Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC										3.49	20	3.49						
	White 12 pack																		
	Brown 12 pack																		
	OMEGA-3				1.99	10	1.99				1.99	80	1.99						
	White 12 pack																		
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				1.28	40	1.28										1.79 - 1.99	170	1.90
	Brown 12 pack																		

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

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